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C. Bunn
11/19/03

RESPONSE UNDER 37 C.F.R. 1.116
EXPEDITED PROCEDURE
EXAMINING GROUP ART UNIT 2125

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Todd R. COLLART

Application No.: 09/295,856

Filed: April 21, 1999

For: SYSTEM, METHOD AND ARTICLE
OF MANUFACTURE FOR
TRANSMISSION OF
ADVERTISEMENTS BASED ON THE
CONTENT OF AN ELECTRONIC
STORAGE MEDIUM (as amended)

Examiner: Paul L. RODRIGUEZ

Art Unit: 2125

Confirmation No.: 7668

Docket No.: IA 1506.01A US

AMENDMENT AND RESPONSE UNDER 37 CFR §1.116

MAIL STOP AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this correspondence is being facsimile
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No. (703) 746-7238 on:

November 6, 2003
(Date)

Renee M. Franke
(Type or print name)

Renee M. Franke
(Signature)

Dear Sir:

In response to the outstanding final Office Action mailed September 8,
2003, please amend the above-identified Application as follows:

Amendments to the Claims are reflected in the listing of claims, which
begins on page 2 of this paper.

Remarks/Arguments begin on page 8 of this paper.

Copy Not Recommended
Extra Per RCB C.B.